

Code: 9E00401

MBA – IV Semester Regular & Supplementary Examinations, June 2012

**STRATEGIC MANAGEMENT**

(For students admitted in 2009-10 & 2010-11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Explain strategic management process.
- 2 Describe strategic management and environmental analysis.
- 3 What is selection of matrix? Explain.
- 4 What is strategic management? Explain the process of strategy formulation.
- 5 What is procedural implementation?
- 6 Explain:
  - (a) Take over strategy.
  - (b) Mergers strategy.
- 7 Describe type of diversification strategy.
- 8 What is strategic control? Discuss the purpose of strategic control.

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